

For Weeks The People Have Been Asking "When Will Your February Sale of Furniture Begin?"

9-Piece Dining Suite, \$277.00 Regular \$325.00 Value

Solid Walnut Dining Suite, Adam design, consisting of 64-inch buffet; 8-ft. oblong table; a massive size china cabinet, and six chairs covered in genuine blue leather. Regular \$325.00 value. February Sale.....\$277.00

9-Piece Dining Suite, \$197.00 Regular \$250.00 Value

Italian Renaissance Design Walnut Dining Suite, displaying wonderful hand carving, consisting of buffet; panel-end china cabinet; 6-ft. oblong table and 6 leather upholstered chairs. Reg. 250.00 value. February Sale \$197

9-Piece Dining Suite, \$292.00 Regular \$345.00 Value

"Gibbard's" Solid Walnut Dining Suite, Queen Anne design; 66-in. buffet with long linen drawer; panel-end china cabinet; oblong table and six leather-seated chairs. A new sample suite. Regular \$345.00 value. February Sale.....\$292.00

9-Piece Dining Suite, \$197.00 Regular \$238.00 Value

Walnut Dining Suite, William and Mary design; large 66-inch buffet with lined cutlery drawer; massive size china cabinet with wood panel-ends and glass door; 6-ft. oblong table; 6 leather-seated chairs. The construction and finish is guaranteed. Regular \$238.00 value. February Sale..\$197.00

9-Piece Dining Suite, \$267.00 Regular \$325.00 Value

Large Gibbard Solid Walnut Dining Suite—72-in. buffet; panel-end and door china cabinet; 6-ft. oblong table; 6 real leather-seated chairs. This suite is William and Mary design, and is dull finish. Regular \$325.00 value. February Sale.....\$267.00

9-Piece Dining Suite, \$158.00 Regular \$185.00 Value

Walnut finish Dining Suite in Italian design; 60-in. buffet with long linen drawer; large size china cabinet; 6-ft. oblong table; 6 real leather-seated chairs. Regular \$185.00. February Sale.....\$158.00

9-Piece Dining Suite, \$160.00 Regular \$188.00 Value

Old English Quartercut Oak Dining Suite, William and Mary design; 60-in. Buffet; panel-end china cabinet; 6-ft. oblong table; 6 genuine leather-seated chairs. A special suite. Reg. \$188.00 value. February Sale..\$160.00

9-Piece Dining Suite, \$166.00 Regular \$190.00 Value

Old English Quartercut Oak Dining Suite in two-tone finish. Our very newest design on the floor; 60-in. buffet; 6-ft. oblong table; 6 solid leather-seated chairs, and panel-end china cabinet. Regular \$190.00 value. February Sale.....\$166.00

9-Piece Dining Suite, \$149.00 Regular \$168.50 Value

Quartercut Oak Dining Suite in dark fumed finish; 56-in. buffet; large size china cabinet; 6-ft. table; 6 leather-seated chairs. A great saving at our special price. Regular \$168.50 value. February Sale.....\$149.00

9-Piece Dining Suite, \$139.00 Regular \$160.00 Value

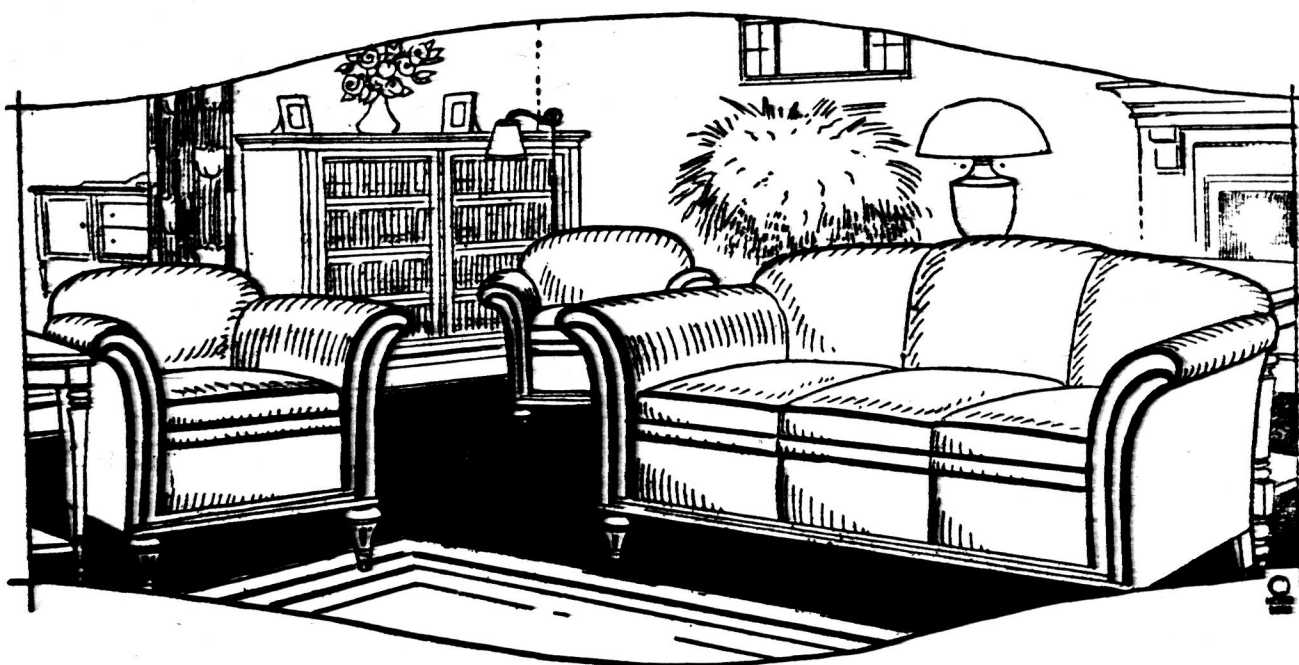
Walnut Dining Suite, Queen Anne design; 60-in. buffet with long linen drawer and lined cutlery drawer; china cabinet with panel-end; oblong table, and 6 blue leather-seated chairs. Reg. \$160.00 value. February Sale..\$139.00

Falls' February Sale of Furniture begins Saturday of this week. It will be the largest and most important Furniture Sale we ever held. It will bring more and better furniture and larger savings of money than any other sale, now or at any other time. The goods have been coming in for weeks, the Furniture Floor (3rd floor) is filled up and the busiest preparations of all our career are being made to meet the Great Expectations of the People.

A New Feature of Falls' February Furniture Sale

A drive for 200 new Home Lovers' Club members starts at the opening of the February Sale. The advantages of the Home Lovers' Club are many. As nearly everyone knows, it's a very special convenience, for which no extra charge of any sort is made. Members may buy during the February Sale at the low cash price, one-fourth now, and arranging to pay the balance by the month over a period of six months. **SALE TICKETS WILL TELL THE STORY** of the wonderful savings. Salesmen and saleswomen will be in readiness to give any information.

Falls' Department Store, Simcoe



\$129 Livingroom Suite For \$107

Extra Special—4-piece Livingroom Suite, consists of good size Chesterfield with Marshall cushions and roll spring arms. Chair, Rocker and Library Table in walnut finish. This is a wonderful value for a room-full of good furniture. Regular \$129.00 value. February Sale.....\$107.00

\$225 Chesterfield Suite For \$182

2-piece Sample Suite in best grade of French blue silk tapestry, with figured cushions to match. Large, comfortable Chesterfield, with loose Marshall cushions and roll arms. Also large wing back chair. There is a big saving on this suite. Regular \$225.00 value. February Sale.....\$182.00

\$197 Chesterfield Suite For \$173

3-piece Chesterfield Suite, large 84-in. Chesterfield; Marshall cushions and roll spring arms and edge. Wing back Fireside Chair and large, comfortable Chesterfield Chair. This Suite is covered in extra heavy walnut-brown mohair with French Brocatelle covered cushions. Suite also has silk tassels to match. Regular \$197.00 value. February Sale.....\$173.00

\$265 Chesterfield Suite For \$227

Kroehler Chesterfield Suite—Chesterfield opens out into full size bed, with cable sagless spring and layer felt mattress; large wing chair and Chesterfield chair. The best of sanitary spring and filling used; covered in heavy, walnut-brown shade mohair of excellent quality. A big saving on this suite. Regular \$265.00 value. February Sale.....\$227.00

\$215 Chesterfield Suite For \$183

Large moth-proof Chesterfield Suite—Large Chesterfield with spring arms, Marshall spring cushions and back; 2 large spring-arm chairs to match. This suite is covered in plain taupe mohair and will give wonderful service. Reg. \$215.00 value. February Sale..\$183.00

\$287 Chesterfield Suite For \$259

Massive size Chesterfield Suite, covered in beautiful plain mohair with rose cast, cut mohair on one side of cushion and back, trimmed with silk tassels. Large 84-in. Chesterfield with guaranteed springs in seat, arms and back; all hair and moss filling; reversible cushions; large wing back chair and Chesterfield chair. This suite is guaranteed moth-proof and made a big hit at the recent Furniture Show. Reg. \$287.00 value. February Sale..\$259.00
Falls' Department Store, Simcoe

\$325 Chesterfield Suite For \$257

Chesterfield Suite covered in combination plain and cut mohair, walnut-brown shade with rose cast; large size Chesterfield with roll spring arms and loose spring cushions; large Fireside Chair and Chesterfield Chair. This suite is fully guaranteed moth-proof. Reg. \$325 value. February Sale \$257.00

\$197 Chesterfield Suite For \$174

Sani-built Chesterfield Suite, heavy imported mohair covering in dark taupe shades with figured mohair on seat and back. Good size Chesterfield, Fireside and Chesterfield Chair to match. Has Marshall cushions and is moth-proof. Regular \$197.00 value. February Sale.....\$174.00

\$165 Chesterfield Suite For \$144

Sani-built Chesterfield Suite, extra heavy French Tapestry covering with blue Velour trim. Marshall spring cushions and back. Fireside and Chesterfield chair. An extra well made suite and very comfortable. Regular \$165.00 value. February Sale..\$144.00

\$95.00 Chesterfield For \$83.00

1 only odd Chesterfield, covered in heavy figured mohair, spring cushions and large roll spring arms. One of the most comfortable Chesterfields on our floor. Regular \$95.00 value. February Sale.....\$83.00
Falls' Department Store, Simcoe

\$72.50 Kitchen Cabinet For \$59

Sellers Kitchen Cabinet saves hundreds of steps, with its many new features; complete with glass fixtures; automatic lowering flour bin; ant-proof castors; removable roll curtains, glass trimmings. Let us demonstrate this cabinet to you. Regular \$72.50 value. February Sale.....\$59.00

Steel Couches, February Sale \$11.40

Single or double steel frame Couches, felt mattress with heavy cretonne covering. Single Couches have adjustable head rest. Specialised at.....\$11.40
Falls' Department Store, Simcoe

Willow Chairs and Rockers

Very best of fine willow used in construction; very comfortable; long-wearing and light to handle; in natural, walnut and oak. There are three different new designs. February Sale:
Natural.....\$6.40 and \$7.40
Walnut or Oak.....\$7.40 and \$8.40

White Porcelain Top Tables

4 only White Porcelain Top Table, size 25x41 in. White enamel base with drawer. Regular \$14.00 value. February Sale.....\$9.75

\$37.50 Marshall Box Spring Mattress, \$25.00

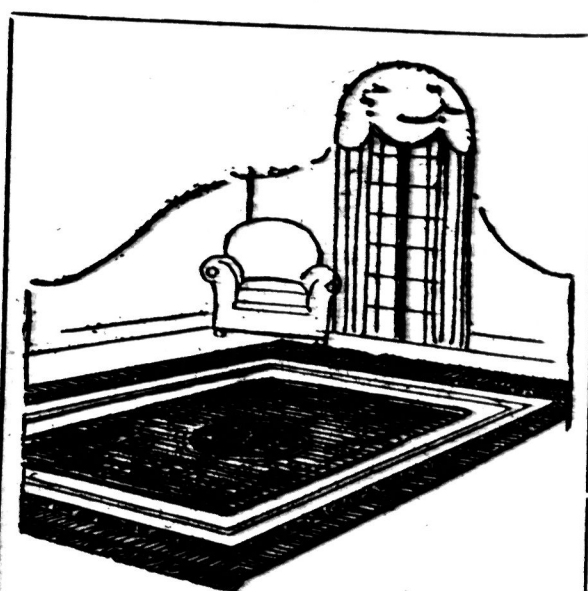
2 only Simmons Ostermoor box spring Mattresses for twin beds; size 3 ft. 3 in. Regular \$37.50 value. February Sale.....\$25.00

Window Shades, 72c Each

Window Shades in green, white and cream; good quality; standard size, 36 in. x 6 ft. long. Complete with brackets and nickle pull. February Sale each.....72c

Cedar Chests, \$13.75

Cedar Chest, natural finish Red Tennessee Cedar, good size, moth, mouse and damp-proof. These chests were never made to sell for....\$13.75



ANNOUNCING The Greatest of All Our Famous February Sales of Rugs

Greatest, because the assortment of sizes and styles of discontinued patterns just in from the mills, is more abundant than ever. Every rug represents the highest excellence of workmanship, being full standard quality of its particular weave. Many distinctive designs and colorings. Every size in demand—and the extraordinary money-saving price reductions all combine to make a sale of magnificent importance to home-makers and house-furnishers. Sale on the Third Floor.

Falls' Department Store, Simcoe

